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1939

# DAHLIAS



KAWEAH—12 to 16½ inches—\$1.00

Alice Meussdorffer  
Dahlia Gardens

487 HANOVER STREET

SAN FRANCISCO

CALIFORNIA

# CLAIRE MORTIMER



CLAIRE MORTIMER

*Greetings to All Our Friends the Dahlia Lovers.*

Our 1939 Catalogue tells you about our grand new Introduction, "Claire Mortimer," the most greatly admired dahlia at all the Shows where it was exhibited, and winner of eight First Prizes; the American Dahlia Society Medal was awarded on a bloom sent by air to their Show in New York. Our 1938 Introduction, "Frank Werner," was again the great Prize Winner, with a record of four First Prizes for Best California Dahlia, 15 blooms in one container, in three Shows.

"Elizabeth Rethberg," our giant pink dahlia, again won several First Prizes. We won the American Dahlia Society Medal for Best Dahlia of Eastern Origin, on "Lord of Autumn."

We won First Prize for the Most Outstanding and Meritorious Exhibit, also First Prize for the Most Artistic Display at the Largest Flower Show in the West—the San Mateo County Floral Fiesta, where we won 15 First Prizes. In all we won over 30 Prizes in 1938 in three Shows.

We are always interested in hearing how our dahlias grew for you. With Best Wishes for 1939,

Sincerely,

ALICE MEUSSDORFFER.

OUR NEW INTRODUCTION FOR 1939

## CLAIRE MORTIMER

Honor Roll Dahlia—Winner of Eight First Prizes



Winner of the Mid West Dahlia News Prize for Best One-Year Seedling in 1936;

First Prize for Best Two-Year Seedling in two Shows in 1937;

First Prize for Best Dahlia in two Shows in 1937;

First Prize for Best Three-Year Seedling in 1938; also Best Dahlia;

Winner of American Dahlia Society Medal at American Dahlia Society Show in New York in 1938 on bloom sent by Air Express.

"CLAIRE MORTIMER"—This exquisitely beautiful large Informal Decorative Dahlia was conceded to be the most beautiful dahlia they had ever seen by growers and all others who saw it. Its large size, 10 to 14 in. by 6 in. deep, with its fine form and exquisite coloring, make it an Outstanding Flower. The color is a clear warm light cyclamen pink without any lavender in it—a new shade and very lovely color. The full tight center is a deeper shade of the same color. The foliage is a dark reddish green, strong and insect resistant, and the blooms are held erect on long wiry, stiff but graceful stems. 5 foot bush, prolific bloomer and splendid keeper when cut or on the bush. A First Prize Winner through the one, two and three year Seedling stage, and for best dahlia in several shows. On Honor Roll.

Roots, each, \$20 up to March 20th; after that date, \$15.

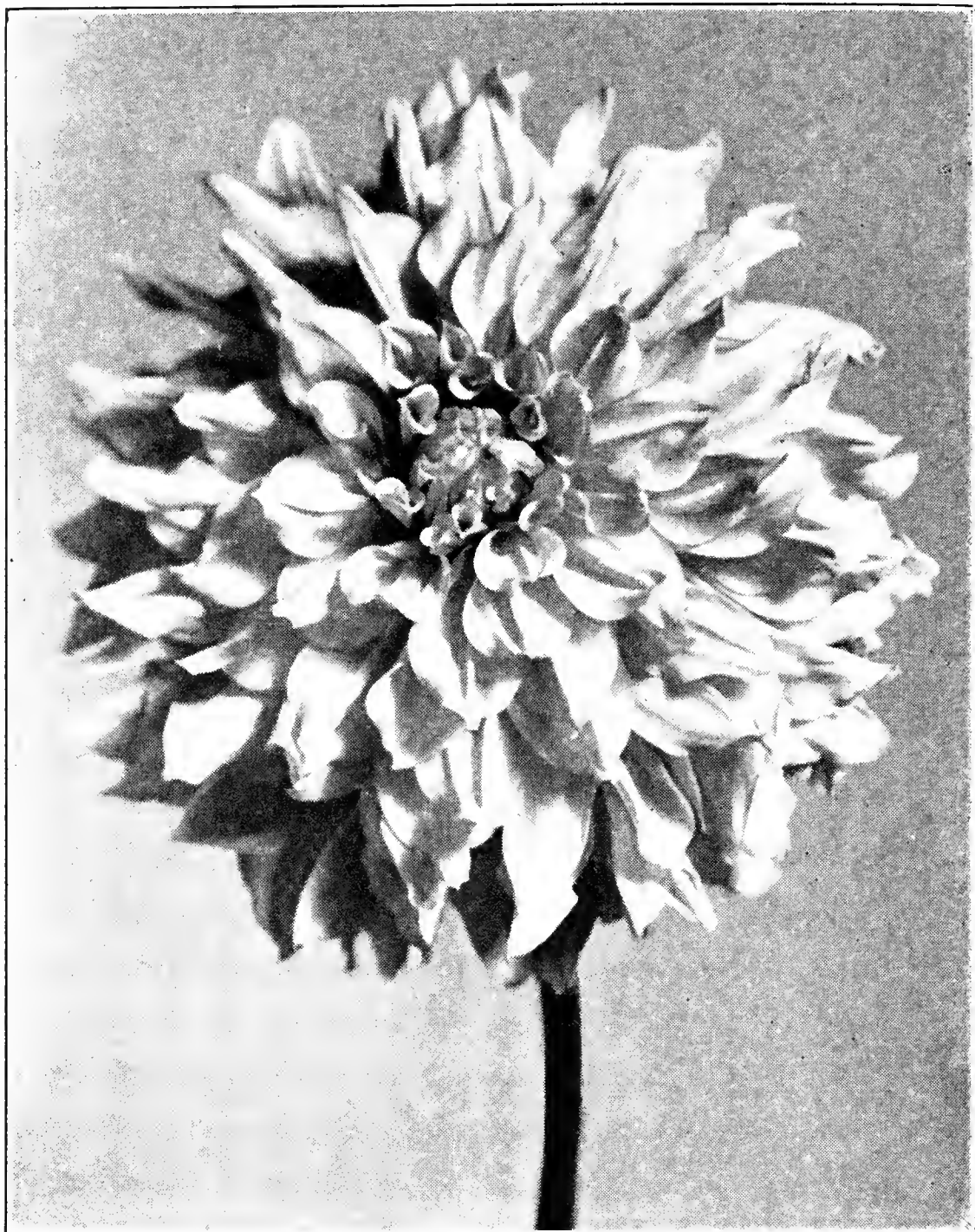


## OUR 1938 INTRODUCTION

### "FRANK WERNER"

#### HONOR ROLL

First Prize Winner four times in 1938. Twice for Best 15 Blooms of Best California Dahlia; twice for Best 12 Blooms of Best California Dahlia in one container.



"FRANK WERNER"

"FRANK WERNER"—A gigantic Informal Decorative Dahlia with great depth; 12-14 in. by 6-8 in. deep. It was the largest dahlia in one show. Color is a warm apricot, salmon and red, center of flower and reverse of petals brilliant red, suffusing the entire bloom with a warm glow; it is often called my bronze dahlia. First flowers face upward, later flowers face one, and are held erect on strong straight stems on medium tall bushes, with dark insect resistant foliage. It is the best keeper as a cut flower I have seen, having kept it in the house for 10 days in good condition. An outstanding dahlia and universally admired. Have had excellent reports from all who grew it, in the Middle West as well as the East.

ROOTS, \$10.00

## OTHER DAHLIAS OF OUR OWN CREATION

**ALICE GENTLE**—Outstanding in New York Botanical Gardens and wherever grown. A magnificent, striking, fiery, flaming rich scarlet red. F. Dec. of large size and great depth. The color is positively dazzling, it is so rich and bright. Continuous Prize Winner in all the shows. A marvelous addition to a garden. Strong bushes, blooms having 3 foot stems that are held well above the foliage. Derrill Hart said, "Alice Gentle was really magnificent in my garden." ROOT, \$1.50

**ALICE MEUSSDORFFER**—I.D. This large refined and exquisitely beautiful dahlia is universally admired in the East as well as the West. Dr. Howe, late Director of the New York Botanical Gardens, wrote me of its great beauty and how universally it was admired there. The color is a clear pinkish orchid, with a velvety texture; flowers often measure 10 in. and over, and are held perfectly erect on long wiry, straight stiff stems above the attractive lace-like foliage. Very prolific bloomers, and the tall bushes are masses of glorious blooms and are most attractive in the garden. ROOTS, \$1.00

**ELIZABETH RETHBERG**—A Derrill Hart Champion and Great Prize Winner. Has Best Dahlia to its credit in several shows. Won again this year for Best California Dahlia, 12 Blooms, One Variety. Winner of City and County of San Francisco Prize. Winner in East and Middle West.

**Giant I.D.** A magnificent, flawless, clear, exquisite pink dahlia of great depth which we have grown to 14 inches. It is so full when matured that the petals entirely cover the stem at the back; it stands heat well, does not fade in spite of its exquisite coloring, and blooms continuously, holding its great blooms well up out of the tall bush on long strong stiff stems. A wonderful keeper when cut. It is named



**ELIZABETH RETHBERG**

for the beautiful, peerless, world-renowned Grand Opera Star of the Metropolitan Opera House of New York. Mr. Derrill Hart said of it: "One of the outstanding dahlias at the New York Botanical Gardens, and I believe the best dahlia this originator has sent East." Our stock of it is unpropagated.

ROOTS, \$2.50

**ERIN-GO-BRAH**—F.D. A gigantic dahlia of a clear light yellow color with a greenish tinge. A splendid clean looking flower with very strong straight stiff stems, on medium tall bushes, pest resistant foliage, prolific bloomers and excellent keepers and very popular. Fine large blooms never showing center until the end of the season.

ROOTS, \$5.00

CAROLINE MEUSSDORFFER—F.D. This large dahlia of great beauty, depth and fine form is named for my dear mother. The color is creamy yellow center, shading to a bronzy salmon pink to edge of flower; stems are long and strong, bushes tall and always full of blooms.

ROOTS, \$1.00

COLEENA COOPER—S.C. An unusually beautiful and lovely rich ruby red dahlia with a light lilac reverse; the petals curl and twist, giving the effect of a light tip or bi-color that is most attractive. Very large deep blooms with stiff wiry stems, holding the flowers well up out of the medium tall bushes; foliage is lace-like, very attractive and pest resistant; a prolific bloomer, fine keeper, and very popular. Excellent reports from East and Middle West.

ROOTS, \$1.50

GRACE DOUGLAS—American Home Dahlia of distinction. Outstanding Dahlia in New York Botanical Garden. I. Dec. of a luscious, clear pink color, deeper pink at high center of flower, shading lighter toward tips of petals when matured, about the color of the pink pearl rhododendron, very lovely; immense size and great depth; easily grown to 12 in. by 8 deep. Petals curl and twist, enhancing the beauty of the flower. Bushes about four feet high, excellent growth, long strong stems; a splendid keeper as a cut flower, very prolific bloomer and very popular. Fine reports from abroad as well as elsewhere.

ROOTS, \$3.50

GLADYS YOUNG—I.D. Prize Winner for Best Yellow Dahlia. Immense blooms and fine form; easily grown to 12 in. and more by 6-8 deep; very beautiful clear canary yellow blooms of great depth are common; stems are long and strong on tall bushes.

ROOTS, \$1.00

JOHN MEUSSDORFFER—F.D. Honor Roll Dahlia. Prize winner. Named for my father, a California Pioneer, a great lover of flowers, who planned the beautiful grounds in which I raise my dahlias. A large stunning dahlia of a glorious rich vivid scarlet; stems are straight, long and strong. In a warm climate, bush grows 5 feet tall, full of large flowers; considered the best red by many.

ROOTS, \$1.00



KAWEAH—12-16½ in., \$1.00

KAWEAH—Greatest Prize Winner for Largest Dahlia in Show since its introduction, according to Morgan T. Riley in Sept. 1935 issue of the *American Home*. Winner of First Prize and Sweepstakes in Chicago at the Century of Progress Show in 1933 and 1934 for Largest Dahlia in Show. Honor Roll. Winner at Grand Rapids in 1934. Excellent reports from Australia, Holland, Germany,



Canada, New Jersey, Connecticut, Ohio, Seattle and many other places where Kaweah has been grown to 15 inches. It was sent to Chicago by air express in 1933, arrived in perfect condition, and lasted four days in fine condition, till the end of the Show. Grown in Chicago and exhibited and First Prize won by an amateur for Largest Dahlia at World's Fair in 1934.

Kaweah is named for one of our mountain peaks in the High Sierras of California. Kaweah has everything: huge size, splendid long strong straight stem, wonderfully rich color, fuchsia rose, rich velvety cardinal shading at center of flowers, with reverse of orchid and lavender. It has fine form and substance, and splendid keeping qualities. First flowers have been 13½ to 16½ inches, with great depth; late flowers 10 to 12 inches. These tremendous blooms are held perfectly erect on long straight stiff stems, 18 to 24 inches to first lateral, requiring very little disbudding, one lateral being sufficient. As many as four and even eight enormous blooms at one time on a bush. Experts say: "In a room full of dahlias, it arrests the eye by its size, shape and bearing." Exceptional Prize-Winning unpropagated stock. (Illustrated on Front Cover.)

ROOTS, \$1.00

**LAWRENCE TIBBETT**—Eastern and Western Honor Roll. F.Dec. This immense 10 to 14 inch dahlia of fine form and beautiful coloring was selected by the world-renowned singer and movie actor, personally to bear his name. The color is a warm glowing clear pink peach. The large flowers are held erect on strong straight long stems on tall bushes, prolific bloomers, having excellent keeping qualities. It is one of the few dahlias that may be cut before matured, and that will open perfectly in water and last a full week. Have had excellent reports on it from all sections. Winner of many prizes. Fine unpropagated stock.

ROOTS, \$1.00

**LUCIA VON GONTARD**—F.Dec. This large beautiful dahlia of unusually lovely coloring and great depth was selected by the beautiful and charming Baroness Gert von Gontard to be named for her, at the Dahlia Society of California Show in 1934. The color is a tea rose or creamy apricot ground, with a warm violet rose center, tips and reverse of petals violet rose, each



**LAWRENCE TIBBETT**

petal edged by this lovely color, suffusing the entire flower with an indescribably lovely coloring. Stems are long and strong, holding the large blooms well up out of the tall bush, that blooms continuously, and has every good quality. This dahlia combined with the "Lawrence Tibbett" is ideal for vase or basket decoration. ROOTS, \$1.50

REYNOLD—F.Dec. A strikingly beautiful dahlia, strawberry red, splashed bright carmine, center and reverse of petals, cream; long stems and medium tall bushes. ROOTS, \$1.00

ROSALIND KEEP—F.Dec. First Prize Winner for Basket of 25 Blooms in 1932 and 1933. An exquisitely beautiful flower of a pure shell-pink with white center, and water-lily form. Ten inch blooms are common on long strong bushes. Excellent cut flower. ROOTS, \$1.00

SCHIPA—I.Dec. 1937 Introduction. Named for the world-renowned tenor of the Metropolitan Opera House in New York. This large dahlia of very fine form is a lovely rich velvety ruby red with curling, twisting petals, very strong wiry stems, and a fine bloomer, on a medium tall bush, a greatly admired flower. Visitors in my garden invariably raved about its fine form and glorious coloring. Report from the East said: "Schipa was one of the best you sent, prolific bloomer, early and late, fine bush and stems, does not fade, centers are always good, averages 8-10 inches." We have grown it larger. It is one of the really first class red dahlias. ROOTS, \$5.00

SIERRA SUNRISE—F.Dec. of immense size and a glorious bronzy orange color when matured; has great depth, long strong wiry stiff straight stems, with superb bearing and very spectacular. The great blooms are held well up out of the strong growing bush, whose height is about five feet. It is a prolific bloomer, and greatly admired by all. One well known grower said: "It is well named, for with its new color, deep rich bronzy orange, this remarkable dahlia can give you the same needle-point thrill as a brilliant sunrise in California's Sierra Mountains." ROOTS, \$3.00

SIRIUS—American Home Honor Roll. I.Dec. Haired at the San Francisco Show as the long-awaited blue dahlia. Described as grown in New Jersey: "Sirius is the nearest to a blue dahlia we have to date. Here it is a real bluish purple, with very little of the pink in it. An outstanding dahlia, and we have nothing in any way similar here. A very prolific bloomer, it comes early and is good late; has a fine bush with bloom of perfect bearing." Visitors to my garden invariably exclaimed: "A blue dahlia!" ROOTS, \$1.50

### GOOD VARIETIES OF OTHER GROWERS

ALEX CRAIG—S.Cactus. A fine new Canadian dahlia, very beautiful, and one of the best cacti grown. Good stems, prolific bloomer, large size. Color light pink with creamy center. One of the best. ROOT, \$1.00

AMUN RA—F.D. Stunning copper and orange, with scarlet reverse. Large blooms on long strong stiff stems. ROOT, \$ .50

ANDREA ERICSON—I.D. Immense white dahlia of fine form, with long stiff stems. Very beautiful. ROOT, \$1.00

ANGELO ROSSI—F.D. Winner of many prizes. Glowing soft orange yellow, with just a shading toward grenadine. Very large blooms on long strong stems. ROOT, \$1.50

ANTARES—F.D. A very fine large pure scarlet red dahlia; stems are long and strong, on a fine bush. ROOT, \$1.00

ARELDA LLOYD—I.D. Golden yellow. This fine dahlia is a yellow sport of Jane Cowl, having all its good qualities. ROOT, \$1.50

CALIFORNIA IDOL—F.D. One of the very finest yellows. Great Prize Winner. Immense size, good long strong stems, and most outstanding in many ways. An ideal grower everywhere in the United States, and in great demand. ROOT, \$1.00

CLARA CLEMENS—Ball. The most striking of the formal ball type dahlias. Blooms deep crimson, tipped white. A best keeper. ROOT, \$ .50

CONQUISTADOR—S.C. Soft creamy yellow illuminated by a glowing pink at the base of the petals. Large and well proportioned. Free bloomer, stems are long and strong. Similar to, but lighter than, Ambassador. ROOT, \$ .50

EDNA FERBER—S.C. One of the finest. Immense glistening coral, shading to old gold; full flower. ROOT, \$ .75

ELINOR VANDERVEER—F.D. A magnificent large satiny rose pink dahlia, excellent keeper. ROOT, \$ .50

JANE COWL—I.D. Great Prize Winner. Large flower of buff, salmon and orange; very popular. ROOT, \$ .50

FRANK SERPA—I.D. General effect pale amaranth pink, tips of petals mallow pink. Blooms are very large, held high above the foliage on long straight stems. A magnificent flower. ROOT, \$1.00

GOLDEN AGE—S.C. Richest amber, cactus type, one of the most beautifully colored and formed dahlias grown. Can be grown to a large size, and every bloom is a real champion. ROOT, \$2.00

HUNT'S VELVET WONDER—I.D. Another giant of great size and beauty. The color is an unusual rich violet purple, of velvet texture. Great Prize Winner. ROOT, \$1.00

LORD OF AUTUMN—I.D. Deepest of all the yellows, and with tremendously large flowers, this variety has been a sensation throughout the East. We won the American Dahlia Society Medal for The Best Dahlia of Eastern Origin on Lord of Autumn in the Alameda Show in California this year. ROOT, \$1.00

SATAN—S.C. This splendid large striking dahlia is a great Prize Winner. Color is a brilliant carmine; stems are long and bushes are sturdy. A Roll of Honor dahlia. ROOT, \$1.00

SNOW QUEEN—Ball. A pure white dahlia that is of unusually great value for florists or ordinary cut-flower uses. Blooms of good size, fine stems; a best keeper. ROOT, \$ .50

## MINIATURE DAHLIAS

- CORONNE—Dec. Pure white formed like a gardenia. \$ .50
- ELIZABETH PAPE—Flesh pink, cactus type. \$ .35
- LITTLE DREAM—S.Cac. This is really a dream of a flower, this little Holland variety. Pure rose pink, faintly tipped white. One of the prettiest and daintiest flowers we grow. \$ .75
- LITTLE SNOW QUEEN—S.C. Holland. Pure white cactus; one of the best. Very free bloomer. \$ .50
- LUANA—Our 1935 Introduction. I.D. Prize Winner whenever entered in competition. Blooms sent by air to New York, 1938 American Dahlia Society Show, won a prize. Considered the Best Miniature by experts. Beautiful coral rose color, unusually fine form, long firm stems and attractive foliage. Very popular. \$ .75
- MT. WHITNEY SUNSET—An improvement on the original miniature of that name. A smaller bloom and very prolific bloomer. Color is buff yellow with coppery red center, long stems. \$ .75
- TROJAN—S.Cac. Mikado red with picric yellow at base of petals. Bushes heavily laden with flowers all season. \$ .75
- MISS VIVIAN—F.D. Rose pink, with rather compact formation, good long stems. Honor Roll. Prolific bloomer. \$ .75

## POMPON DAHLIAS

- ANNA VON SCHWERIN—Beautiful shell pink blending to a white center; very dainty. \$ .50
- BANTAM—Beautiful red, small, perfect form, long stems. .35
- BOSSY—Light phlox purple, darker center, long stems. .35
- DAISY—Salmon rose, long stems. .50
- BRIGHTEST OF ALL—Brilliant orange red, dainty small flower, long stems, prolific bloomers. Our 1939 Introduction. 1.50
- DARKEST OF ALL—Maroon, almost black. .75
- DEEDEE—Small dainty bluish lavender. .35
- GIRLIE—Lilac pink, long stems. .35
- GLOW—Very good old rose, long stems. .35
- HELEN ANITA—Pink lavender, white center. .35
- JOE FETTE—Pure white, long stems. .35
- JOHNNY—Very dark red, small and perfect. .35
- LIBBY ROHR—Cerise purple, very long stems. .50
- LITTLE DAVID—Deep burnt orange. .35
- LORRAINE—Amber, old rose center and tips. .50
- MARIETTA—Rosy crimson. .35
- MINNIE MELLS—Orchid rose, tipped and flushed with deep orchid, with a deeper eye; long stems. .35
- NELLIE FRASER—Light pink, edged with rose. .35
- REGULUS—Cerise purple, small perfect form. .25
- ROSEA—Bluish lilac, small and prolific. .50
- TOMMY KEITH—Crimson, tipped white. .35
- YELLOW GEM—Pure yellow, excellent for cutting. .25

## DAHLIA SEEDS

We are this year selling Dahlia Seeds of the Largest and Best Varieties of Dahlias, the same as we plant ourselves, having considerably more than we need for our own planting. We have been so successful in getting so many fine new dahlias each year from our own seed—many more than we can introduce—that we are willing to let others try their luck at them. We have in past years sold seeds to only a few growers, and have had fine reports from them, of their winning in the Seedling Classes in the Shows; and they buy our seeds every year, which is the best guarantee for the high quality of our seeds.

As our stock of seed of large dahlias is very limited, we would advise ordering early. Hand-pollinized Seed, \$10.00 per 100 Seeds.

Miniature Seed, 50c Pkt.; Pompon Seed, 50c Pkt.

ORDER EARLY—Shipments are made about April 1st unless otherwise specified. No deliveries before February 1st. All shipments before April 1st except on the Pacific Coast are sent by Express Collect to insure against freezing.

WE GUARANTEE that all roots are sent true to name and in good growing condition, but beyond this assume no responsibility other than original price of the root. We do not sell clumps or green plants.

TERMS—Cash with order or before shipment. On retail orders for California delivery, 3% should be added to cover sales tax. On retail orders less than \$2.00, add 25c to cover postage. Wholesale growers are entitled to one-third discount if identified by business stationery.

NAME and ADDRESS—Please write name and address plainly.

ABBREVIATIONS—New Dahlia Classification: F.D., Formal Decorative; I.D., Informal Decorative; S.C., Semi-Cactus; Min., Miniature; Pom., Pompon.

Eastern Grower: CHARLES H. SMITH, Mays Landing, New Jersey.

R. F. D. No. 1, Box 114.



### JOIN THE AMERICAN DAHLIA SOCIETY

Yearly Dues of \$2.00 entitle you to the very fine  
Quarterly Bulletin of the Society.

MR. LOUIS C. ALLING, Secretary, 251 Court St.,  
West Haven, Conn.



## HELPFUL HINTS ON GROWING DAHLIAS

Prepare the soil in the Fall or early Spring by spading 18 to 24 inches deep. Work in thoroughly well rotted manure, which restores the necessary properties and makes the soil mellow. Dahlias will grow in almost any kind of soil if properly planted and cultivated. Lighter soil requires more manure or humus-producing materials to hold the moisture. Heavy soil requires less fertilizer than light soil. In clay or adobe soil, mix well with sand or coal ashes well spaded in. Never plant when soil is wet and soggy; when possible plant in an open sunny location, at least 3 feet apart, out of reach of trees and shrubs. About two weeks before planting, scatter all over the ground a good potato fertilizer, composed of 2 per cent Nitrogen, 6 per cent Muriate of Potash, and 8 per cent of Phosphoric Acid together with an equal amount of bone meal; spade this in well. In light soil, plant tuber 6 inches deep; in heavy soil, 4 inches deep, covering at first with two inches of soil, filling in gradually as plant grows. Lay the root down flat, with eye or sprout up, surrounding it with sand or light soil, never letting any fertilizer come in contact with the root. Just as soon as the plants are up, keep the soil loose and mellow by hoeing once or twice a week; water slightly once or twice a week, especially in hot weather; do not let them dry out.

When the plants have set out three sets of leaves, pinch out the top, giving the plants a chance to branch. When the buds appear, stop all cultivation and give the plants a mulch of manure, leaves, grass clippings, etc., and around the base of each plant place a shovelful of well-rotted manure if possible. Keep all fertilizers away from the stalk, and the ground free from weeds.

When buds appear, soak the ground thoroughly about once a week or oftener. Watering is one of the most essential things in producing fine flowers. For extra large blooms, disbud by pinching off all buds in a cluster except the strongest one.

For cut flowers, pick in the evening or early morning; burn the ends of stem in any flame or dip in boiling water for a minute; put at once in deep cold water and put in a cool place free from draft until wanted; never allow the faded flowers to remain on the bushes, but cut them off with as much stem or stalk as possible. Dahlias will continue to bloom until a heavy frost kills the tops in the Fall. In a cold climate they should be dug shortly afterwards and stored in a dry frost-proof cellar, away from heat. Cover with dry soil or peat to keep them from shriveling; inverting them may keep them from rotting; it is advisable to look after them occasionally. Divide in the Spring after the eyes begin to show, being careful that each root has an eye.



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